

## Restoring soil, profits, farms and futures

Understanding Ag's team of world-class consultants help our clients successfully implement practices that restore soil health and ecosystem function, which reduces dependency on expensive inputs and leads to sustained profitability.



### Meet Consultant Blain Hjertaas

I have 45 years of farming experience. The first 25 were the “high-tech” way and the last 20 with a regenerative approach. The regenerative approach is much easier, more enjoyable and more profitable.

I am semi-retired; still have a farm and a small herd of cows. My son and daughter-in-law are taking over the farm and they run a flock of 400 ewes plus some custom cow-calf pairs. I help if needed.

I have been passionate about soil carbon sequestration for many years and have been measuring soil carbon on my own farm and many others in Saskatchewan and Manitoba. On my farm, we are sequestering more carbon than one Canadian individual's carbon footprint on every hectare we operate.

My wife and I live at the lake in the beautiful Moose Mountain park. We have three children and four grandchildren, which are the joy of our lives. I enjoy speaking at events, teaching holistic management and helping farmers one-on-one to become more successful.

### Our mission

Understanding Ag is a regenerative agricultural consulting company that provides the support and confidence to help our clients reduce input costs, generate actual profits and ensure family farming futures. We accomplish this by educating and mentoring farmers, ranchers, landowners, businesses, and communities in the principles and practices needed to restore, repair, rebuild, regenerate their farming and ranching ecosystems.

### Who we are

Understanding Ag's consultants are real farmers and ranchers who combine decades of experience to help our clients successfully implement regenerative agricultural and ecological principles that replace the input-intensive, agricultural model to enable sustained profitable farming and ranching operations. Understanding Ag, LLC also offers consulting and planning services for multi-enterprise systems, businesses, organizations and communities.

# Meet Consultant Blain Hjertaas

## Your partner in regenerative agriculture

My 45-year farming career has taken me from high-tech, synthetic, intensive farming to a grass-based more natural regenerative approach. We have taken soil organic matter from 2 percent over 20 years ago, to 7 percent today. Along the way we have seen increases in biodiversity, water-holding capacity and carrying capacity of our soil.

My journey has humbled me by realizing how incredibly complex creation is. I don't believe we will ever understand or know it all. However, the principles of regenerative agriculture will work in all situations everywhere in the world. My wife and I have been privileged to travel to many locations in the world and see the results first-hand.

Early in my conversion to regenerative agriculture I was exposed to holistic management. The group I took this course with has continued to meet on a monthly basis for the past 17 years. This is incredibly powerful to have a group such as this to help you make and test decisions.

In my later years I have had the privilege to teach. The power of a group to solve problems and help each other along a journey is incredible. The African proverb "If you want to go fast, go alone. If you want to go far, go together," certainly rings true.

Recently, my wife Naomi and I received an award for outstanding stewardship for the province of Saskatchewan.

I enjoy working one-on-one or in small groups, helping all of us to learn about regenerative agriculture and the tremendous benefits it offers, not only to farmers, but to society as a whole. It is truly a win-win for all.



## Contact us today

Begin your journey to greater profitability by visiting **[understandingag.com](https://understandingag.com)**, by calling (256) 996-3142, or by e-mailing [kathy@understandingag.com](mailto:kathy@understandingag.com).

Your first 30-minute phone consultation is free and without obligation.